

Section '3' - Applications recommended for PERMISSION, APPROVAL or CONSENT

Application No : 13/01607/ADV

Ward:
Chislehurst

Address : 3B High Street Chislehurst BR7 5AB

OS Grid Ref: E: 543973 N: 170618

Applicant : Mr Andy Pugh

Objections : YES

Description of Development:

Internally illuminated fascia sign and Internally illuminated projecting sign.

Key designations:

Conservation Area: Chislehurst
Biggin Hill Safeguarding Birds
Biggin Hill Safeguarding Area
London City Airport Safeguarding
London City Airport Safeguarding Birds

Proposal

- The proposed fascia sign will have a length of 7.3m and a height of 1.0m. The box sign will have dimensions of 0.63m by 0.60m and both signs will be internally illuminated.
- The signs will replace an externally illuminated fascia sign and an internally illuminated projecting sign.

Location

The site is located on the western side of the High Street. The building comprises a ground floor commercial use and forms one of a small group of similar commercial premises. To the west of the site there are residential flats, with a public open space opposite. The site falls within the Chislehurst Conservation Area.

Comments from Local Residents

Nearby owners/occupiers were notified of the application and no representations were received.

The Chislehurst Society has objected on the grounds that the proposed sign should be redesigned to take account for the character of the conservation area and Chislehurst Commons location. Internally illuminated signage is inappropriate in this location.

Comments from Consultees

APCA raises no objection subject to the font size being reduced so that the sign is less intrusive in the street scene.

No technical highways objections are raised.

No Environmental Health objections are raised.

Planning Considerations

The application falls to be determined in accordance with the following policies of the Unitary Development Plan:

BE11 Conservation Areas

BE21 Control of Advertisements and Signs

T18 Road Safety

The Supplementary Planning Guidance for the Chislehurst Conservation Area is also a consideration.

Planning History

Advertisement Consent was granted under ref. 07/03508 for internally illuminated fascia and projection signs.

Conclusions

The main issue in this case is whether the proposed signs would have a significantly harmful impact on the appearance of the building and the character of the Chislehurst Conservation Area within which the premises lies. Highway safety and the impact on neighbouring amenities are also considerations.

The application site was visited by the case officer and the aims and objectives of the above policies, national and regional planning guidance, all other material planning considerations including any objections, other representations and relevant planning history on the site were taken into account in the assessment of the proposal.

The Supplementary Planning Guidance for the Chislehurst Conservation Area states:

'4.48 It is Council policy that advertisements and signs should have regard to the character of the surrounding area and kept in scale, form and character with the building upon which they are placed. Advertisements and signs in residential areas and in the Green Belt will normally be resisted.

4.50 In commercial nodes (such as High Street, Royal Parade and some other small pockets) some signage and advertising is necessary to identify businesses and services provided. These must be respectful of the significance of the

conservation area's character and appearance, and relate to the scale and style of the building and its surroundings. A sign, which is carefully designed and located to respond to the facade of commercial premises, can be compatible with it in a manner, which utilises surrounding parts of the facade to enhance its message. Recognising Chislehurst's close relationship with its commons, care must be exercised to ensure that signage does not impact inappropriately upon areas beyond commercial nodes, particularly open spaces.'

The signs are in context with the host building and similar in scale to the existing signage. This is considered to be consistent with other signage in the area. The method of illumination of the fascia sign would be subtle, with only the lettering illuminated. This would not detract from the visual amenities of this part of the conservation area. The sign would not appear intrusive in the street scene and is considered not to harm this part of the Chislehurst Conservation Area.

There is an internal illuminated sign in the immediate area at No. 1 (permitted under ref. 11/02191). An internally illuminated sign was permitted under ref. 07/03508 at the application site, however this appears not to have been installed.

Having had regard to the above it is considered that the proposed signs are of a sympathetic design and would not harm the character of the Chislehurst Conservation Area. No impact on residential amenities or highway safety would result. It is therefore recommended that Members grant planning permission.

Background papers referred to during production of this report comprise all correspondence on file ref. 13/01607, excluding exempt information.

RECOMMENDATION: ADVERTISEMENT CONSENT GRANTED

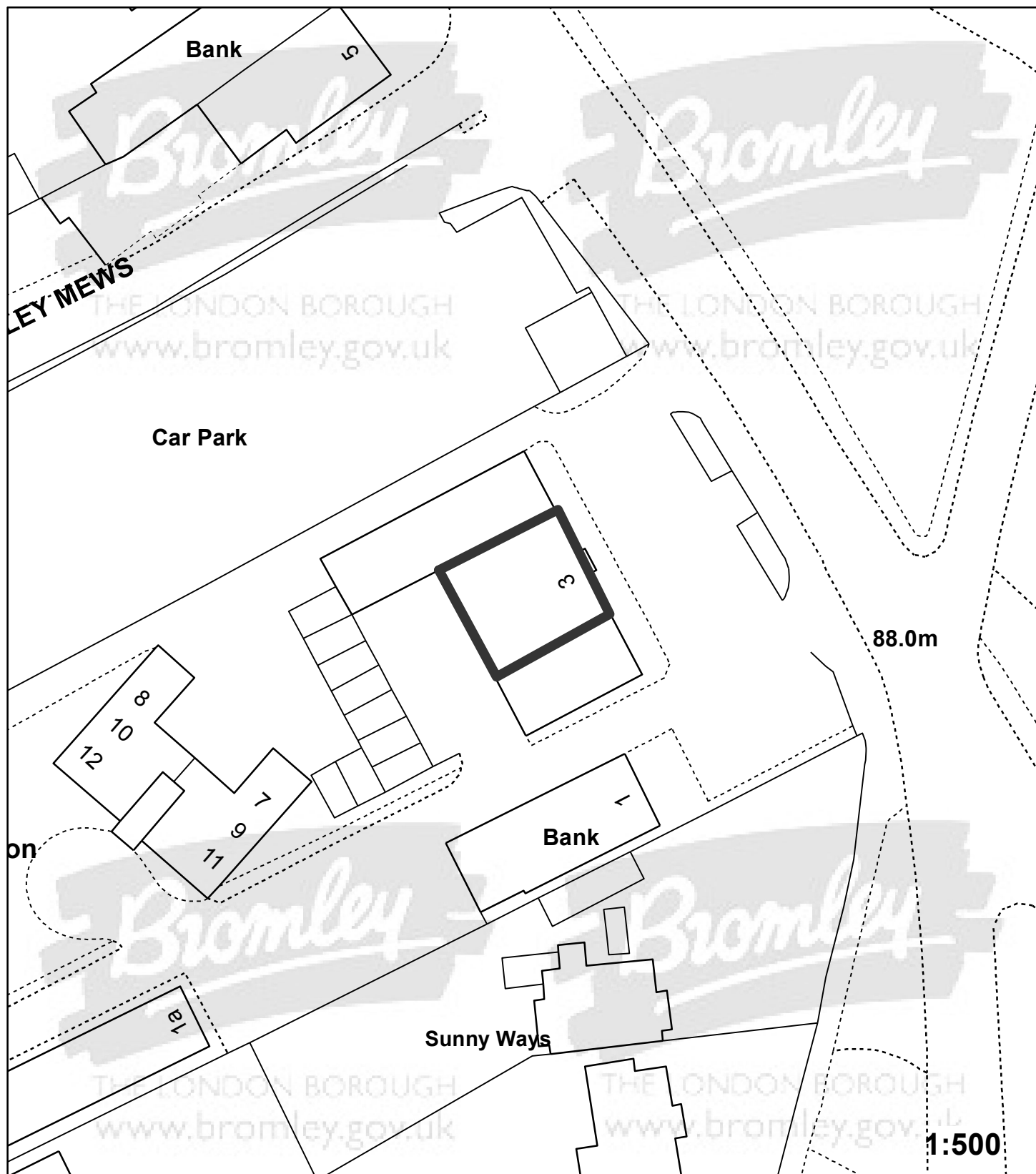
Subject to the following conditions:

- | | | | | |
|---|---------------------------------|---------------------------------------|------------|-------------|
| 6 | ACF01 | Standard 5 year period | | |
| | ACF01R | Reason F01 | | |
| 7 | ACF02 | Rest. of luminance-(s) (2 in) | internally | illuminated |
| | fascia sign | 300 | | |
| | ACF02R | Reason F02 | | |
| 8 | ACF03 | Rest of luminance - proj. sign (2 in) | internally | |
| | illuminated projecting box sign | 300 | | |
| | ACF03R | Reason F03 | | |

Application:13/01607/ADV

Address: 3B High Street Chislehurst BR7 5AB

Proposal: Internally illuminated fascia sign and Internally illuminated projecting sign.



"This plan is provided to identify the location of the site and should not be used to identify the extent of the application site"

© Crown copyright and database rights 2013. Ordnance Survey 100017661.